GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:349
ANSWERED ON:19.08.2004
EARNINGS BY DOORDARSHAN
Singh Shri Prabhunath

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the present status of the revenue position of DD;

(b) whether the operational cost of Doordarshan (DD) is increasing and revenue is falling; and

(c) if so, the steps proposed to be taken by the Government to bring the DD out of the red?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a), (b) & (c): A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF THE LOK SABHA STARRED QUESTION NO. 349 FOR 19.08.2004 REGARDING EARNINGS BY DOORDARSHAN

(a) The position of gross commercial revenue of Doordarshan for the last three years is as under:

(Rs. in Crores)

Year	Doordarshan
2001-02	615.20
2002-03	553.81
2003-04	530.23

(b) The operational cost of Doordarshan has been increasing due to various factors including payment of service tax, income tax, sales tax, Octroi and other taxes, increase in expenditure on salary due to D.A. merger and power supply, additional expenditure on DD-News Channel, payment of rights fees for Athens Olympics, etc. While DD`s revenue in 2003-04 was lower than in the previous year, it has shown an upward trend during the current year. During the first four months of the Financial Year 2004-05 (April to July) the revenue is Rs.129.55 crore which is higher than the Rs.64.82 crores realized during the corresponding period last year.

(c) The Government has taken up the matter regarding relaxation from payment of various taxes with appropriate authorities. Prasar Bharati has recently been registered as a Charitable Institution under Section 12A read with Section 12 AA (1)(b) of Income Tax Act, 1961. With this registration, the income of Prasar Bharati for charitable purpose is exempted according to Section 11 to 13 of the Income Tax Act, 1961. Besides this, the steps taken by Doordarshan to enhance revenue are as under:

(1) In order to improve marketing of programmes, marketing divisions have been operationalised at Mumbai, Chennai, Hyderabad, Delhi, Kolkata and Bangalore.

(2) Steps have been taken to fully exploit the commercial potential of various programmes including films and film-based programmes.

(3) Development Communications Division has been established for securing business from and catering to the publicity requirements of various Ministries/Government Departments/PSUs.

(4) Efforts are being made to ensure that slots on various channels do not remain vacant.

(5) Computerisation of billing system of Doordarshan Commercial Service at Delhi has been done in order to ensure timely

preparation of bills.

(6) In order to promote the programmes of Doordarshan and its brand image, barter arrangements for newspaper publicity have been made with various newspapers and magazines.